



Prevention Messaging Talking Points

Messages for Adults

Note: Use your own discretion about which statements are appropriate for the target audience.

- Prevention means supporting all families and helping them to find their strengths.
- With Child Abuse Prevention Month and throughout the year, all adults should work to ensure that every child has the equal opportunity to grow and reach their full potential.
- Families can become stronger when they have knowledge of healthy parenting, strong social connections and easy access to concrete supports as needed.
- Adverse childhood experiences are common and can have a life-long negative impact.
- Having one supportive adult can make a positive difference to a child that has experienced trauma.
- Having stronger social connections can help buffer against adverse childhood experiences during stressful and isolating times, such as during the COVID-19 pandemic. Reaching out via phone, social media connection groups and safe in-person gatherings can all help.
- Raising healthy children contributes to a thriving and healthy community.
- All adults should be approachable, open-minded and non-judgmental when a youth discloses abuse or neglect, or any exploitative incident, including those occurring online.
- All adults should listen and believe any child who shares information about alleged abuse or inappropriate behavior.
- Identified school personnel and other named professionals are mandated reporters as written in the State of Michigan Child Protection Law (Section 3, 1[c]).
- If you suspect child abuse or neglect, call **855-444-3911**.
- Encourage children to build their personal strengths by seeking out new and positive experiences.
- When families have access to their basic life needs, these concrete supports help make families stronger and more resilient.

Messages for Children

Note: Use your own discretion about which statements are appropriate for the developmental level of the student audience.

- It's always OK to talk to a trusted adult if you think you may have been abused.
- It's never OK for someone (stranger or a person you know) to touch you in a private part of your body or in any way that makes you feel uncomfortable.
- It's never your fault if someone has touched you in a private part of your body in any way that makes you feel uncomfortable.
- It's never OK for another person (adult or child) to act in such a way as to deliberately bruise your body. It's never your fault if someone hurts you in any way.
- Never share your personal information on a computer website or social network site.
- Any image you share online can be there forever. Sharing revealing images is illegal and might be punishable by law.



Children's Trust Fund

Michigan's chapter of  Prevent Child Abuse
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- Take a break from your screens! When safe to do so, in-person interactions can build empathy and resilience.
- Report any online threats or intimidating behavior to a trusted adult and to **OK2Say**.
- Go with friends or adults in a COVID-19 safe manner when walking to and from school. Don't be alone.
- Never approach, take anything from or go anywhere with strangers or anyone who makes you feel uncomfortable.
- It's never OK for people to call you names that make you feel bad.
- Be a friend! Don't take part when friends are making fun of or criticizing other kids. Let your friends know that what they are doing is wrong.
- Bullying someone else will never make you feel good about yourself.
- If you can't tell your friends that their bullying is wrong then go to a trusted adult and speak to that person about what is happening.
- Be open to new positive experiences to build a stronger you.

